

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for determining product supply parameters in a supply chain management framework, comprising:

a) obtaining for an independent supply chain manager authorization from a plurality of independent stores in a franchise supply chain to negotiate supply contracts with independent suppliers and distributors in the supply chain, the independent stores, suppliers and distributors comprising supply chain participants;

b) the independent supply chain manager in advance of receiving current product sales data negotiating with a plurality of suppliers to set prices of various goods, which prices the suppliers may invoice if they receive an order from one of the distributors, and inputting each price into a supply chain computer as a product supply parameter associated with a respective one of the suppliers supplier;

c) the independent supply chain manager negotiating in advance of receiving current product sales data with a plurality of distributors to set mark-up amounts that may be added to the price of various ones of the goods, and inputting each mark-up into the supply chain computer as a product supply parameter associated with a respective one of the distributors;

d) a supply chain computer receiving data from a plurality of the supply chain participants of thea supply chain utilizing a network, the data comprising relating to the amount of completed salessale of products by the supply chain participants;

e) determining the product supply parameters corresponding to each one of the supply chain participants based on information including the data; and

f) communicating corresponding product supply parameters to the at least one supply chain participant; and

g) taking an electronic action based on the corresponding supply chain parameters.

2. (Currently Amended) The method of claim 1, wherein at least one of the product supply parameters are determined by a brand owner.

3. (Currently Amended) The method of claim 1, wherein the data is transmitted to at least one of the distributors and at least one of the suppliers in accordance with the product supply parameters.

4. (Original) The method of claim 1, wherein the network includes the Internet.

5. (Original) The method of claim 1, wherein forecasting is carried out as a function of the data and the product supply parameters

6. (Cancelled) The method of claim 1, wherein the product supply parameters indicate a price and an amount of the products to be ordered.

7. (Currently Amended) The method of claim 6, wherein the product supply parameters indicate the price and ~~the~~an amount of the products to be ordered are stored in utilizing a look-up table which correlates the data to an appropriate price and amount.

8. (Currently Amended) A system for determining product supply parameters in a supply chain management framework, comprising:

an electronic storage; and

a set of processors that use the electronic storage and include among them the following logic elements

a) logic for obtaining for an independent supply chain manager authorization from a plurality of independent stores in a franchise supply chain to negotiate supply contracts

with independent suppliers and distributors in the supply chain, the independent stores, suppliers and distributors comprising supply chain participants;

b) logic for facilitating the independent supply chain manager in advance of receiving current product sales data negotiating with a plurality of suppliers to set prices of various goods, which prices the suppliers may invoice if they receive an order from one of the distributors, and inputting each price into a supply chain computer as a product supply parameter associated with a respective one of the suppliers supplier;

c) logic for facilitating the independent supply chain manager negotiating in advance of receiving current product sales data with a plurality of distributors to set mark-up amounts that may be added to the price of various ones of the goods, and inputting each mark-up into the supply chain computer as a product supply parameter associated with a respective one of the distributors;

d) logic for a supply chain computer receiving data from a plurality of the supply chain participants of thea supply chain utilizing a network, the data comprising relating to the amount of completed salessale of products by the supply chain participants;

e) logic for determining the product supply parameters corresponding to each one of the supply chain participants~~based on information including the data; and~~

f) logic for communicating corresponding product supply parameters to the at least one supply chain participant; and

g) logic for taking an electronic action based on the corresponding supply chain parameters.

9. (Currently Amended) The system of claim 8, wherein at least one of the product supply parameters are determined by a brand owner.

10. (Currently Amended) The system of claim 8, wherein the data is transmitted to at least one of the distributors and ~~a~~at least one of the suppliers in accordance with the product supply parameters.

11. (Original) The system of claim 8, wherein the network includes the Internet.
12. (Original) The system of claim 8, wherein forecasting is carried out as a function of the data and the product supply parameters.
13. (Cancelled) The system of claim 8, wherein the product supply parameters indicate a price and an amount of the products to be ordered.
14. (Currently Amended) The system of claim ~~13~~8, wherein the product supply parameters indicate the price and ~~the~~an amount of the products to be ordered utilizing a look-up table which correlates the data to an appropriate price and amount.
15. (Currently Amended) A computer program product for determining product supply parameters in a supply chain management framework, comprising:  
a computer usable medium having computer readable program code embodied therein to be executed by a computer, the computer readable program code comprising
  - a) computer code for obtaining for an independent supply chain manager authorization from a plurality of independent stores in a franchise supply chain to negotiate supply contracts with independent suppliers and distributors in the supply chain, the independent stores, suppliers and distributors comprising supply chain participants;
  - b) computer code for facilitating the independent supply chain manager in advance of receiving current product sales data negotiating with a plurality of suppliers to set prices of various goods, which prices the suppliers may invoice if they receive an order from one of the distributors, and inputting each price into a supply chain computer as a product supply parameter associated with a respective one of the suppliers supplier;
  - c) computer code for facilitating the independent supply chain manager negotiating in advance of receiving current product sales data with a plurality of distributors to set mark-up amounts that may be added to the price of various ones of the goods, and inputting each mark-up into the supply chain computer as a product supply parameter associated with a respective one of the distributors;

d) computer code for a supply chain computer receiving data from a plurality of the supply chain participants of thea supply chain utilizing a network, the data comprising relating to the amount of completed salessale of products by the supply chain participants;

e) computer code for determining the product supply parameters corresponding to ~~each one of the supply chain participants based on information including the data;~~ and

f) computer code for communicating corresponding product supply parameters to the at least one supply chain participant; and

g) computer code for taking an electronic action based on the corresponding supply chain parameters.

16. (Currently Amended) The computer program product of claim 15, wherein at least one of the product supply parameters are determined by a brand owner.

17. (Currently Amended) The computer program product of claim 15, wherein the data is transmitted to at least one of the distributors and ~~a~~ at least one of the suppliers in accordance with the product supply parameters.

18. (Original) The computer program product of claim 15, wherein the network includes the Internet.

19. (Original) The computer program product of claim 15, wherein forecasting is carried out as a function of the data and the product supply parameters.

20. (Cancelled) The computer program product of claim 15, wherein the product supply parameters indicate a price and an amount of the products to be ordered.

21. (New) The method of claim 1, wherein the electronic action comprises:  
  
calculating a distributor or supplier charge based on an invoice from the distributor or supplier; and  
  
comparing the distributor or supplier charge to one of the product supply parameters.

22. (New) The system of claim 1, wherein the logic for carrying out the electronic action comprises:

logic for calculating a distributor or supplier charge based on an invoice from the distributor or supplier; and

logic for comparing the distributor or supplier charge to one of the product supply parameters.

23. (New) The program product of claim 1, wherein the electronic action comprises:

program code for calculating a distributor or supplier charge based on an invoice from the distributor or supplier; and

program code for comparing the distributor or supplier charge to one of the product supply parameters.